



INDIANAPOLIS MOTOR SPEEDWAY **2016 SEASON IN REVIEW**





INDIANA 811

Digital Integration

Indiana 811 ad featured on IMS.com during Month of May

- 90,011 total impressions | 0.02% Click-thru-Rate
- Wing & Wheel newsletter integration sent to 250,000 IMS subscribers

2.29 million total visitors to IMS.com during May

Social Integration

IMS Twitter

- 168,381 potential impressions
- 10 user engagements
- 3 social amplifications

IMS Facebook

- 3,376 potential impressions
- 38 user engagements
- 31 user interactions

374,000 total social followers

Angie's List Grand Prix Signage

Track Wall, Turn 13 & 14

- 26 unique exposures
- 35 seconds of duration
- \$29,133 100% Media Equivalency
- \$6,694 Q1 Media Value

905,000 total viewers

LED Board Integration

- 5 30 second commercials per Month of May day
- 5 10 second animations per Month of May day
- 3 of each LED board asset on Indy 500 race day

545,000 total fans for the weekend

Miscellaneous

- 6 PA reads on race day of Angie's List Grand Prix, Indy 500 and Brickyard 400

570,000 total fans

- 1 Full-page, full-color ad in Indy 500 and Brickyard 400 programs

60,000 total programs sold



IMS.com Banner Ad



IMS Facebook Post



IMS Twitter Post



IMS Signage & Broadcast Exposure



Indiana 811 Signage Location – Turn 13 & 14

THE 2016 INDIANAPOLIS MOTOR SPEEDWAY SEASON IN REVIEW

2016 was certainly a special season for the Indianapolis Motor Speedway – in addition to the 100th Running of the Indianapolis 500, the Brickyard was one of NASCAR’s biggest events of the season and the inaugural Red Bull Air Race proved why that series is one of the most exciting forms of motorsports

2016 Indianapolis Motor Speedway Highlights

- The celebration for the 100th Running started at the “100 Days Out” event – resulting in over 75 million social media impressions and 1,700 fans turning out for the kick-off at the midnight event on the Yard of Bricks
- PennGrade Motor Oil signed on to be the first-ever presenting partner of the Indianapolis 500 – PennGrade used the entitlement to help launch their new brand and secure retail partners
- The entire Month of May was celebrated throughout central Indiana – with fans and businesses hosting “porch parties” throughout the month, signage celebrating the event spread around Indianapolis – including a wrap on the JW Marriott - and multiple events on Georgia Street in downtown Indy
- ABC and ESPN showcased the Speedway in a record way – broadcasting over 11 hours of race coverage for the month and bringing SportsCenter to broadcast live from the Speedway on Carb Day
- Simon Pagenaud finished off a dominant trio of Verizon IndyCar Series events at the Angie’s List Grand Prix of Indianapolis, winning his third event in a row
- Miller Lite Carb Day experienced it’s largest crowd ever, with more than 80,000 fans packing the Indianapolis Motor Speedway for the final Indy 500 practice, the TAG Heuer Pit Stop Challenge and the Journey concert
- Blake Shelton played for an outstanding crowd on Firestone Legends Day – energizing the IMS crowd for the 100th Running
- Alexander Rossi took the 100th Running of the Indianapolis 500 presented by PennGrade through a combination of gutsy race management and skillful driving
- For the first time, Crown Royal named the race for a Hero’s foundation with the Crown Royal presents the Combat Wounded Coalition 400 at the Brickyard
- In celebration of Tony Stewart’s last race at IMS, the Speedway built a dirt track in the infield for a promotional stunt, resulting in multiple national headline stories
- Crown Royal Brickyard 400 media coverage increased by over 44%
- Kyle Busch became the first person to win both the Lilly Diabetes 250 and Crown Royal 400 over the same weekend
- The Red Bull Air Race promotion featured Kirby Chambliss “racing” Alexander Rossi in plane vs. car. The stunt received major coverage from various outlets and was a social media hit, with the video garnering over 100,000 views
- Matthias Dolderer captured the Air Race title at Indianapolis on his way to winning the season championship

THE MONTH OF MAY



2016 Month of May Success



\$245 MILLION

IMS events created nearly \$245 million in exposure value for our partners in 2016

20+ HOURS

- Over 20 hours of Live TV coverage on ABC during May – the most ever

230.760 MPH

Qualifying speed of pole-winner James Hinchcliffe – one of the fastest speeds in the last 20 years

 **25% increase**

Increase in attendance to the two concerts – over 100,000 fans attended either Carb Day or Legends Day

2016 Indianapolis 500 Success



EPIC CROWD!

For the first time ever, the IMS sold out the Indy 500 – reported crowd of more than 550,000 for the weekend

510.83 million

Potential reach of IndyCar/IMS Social media accounts for the Indianapolis 500

 **51% growth**

The #Indy500 hashtag grew by 51% year-over-year – garnering more than 1.5 billion impressions in 2016

30,000+

Unique hits in online news coverage for the Indianapolis 500

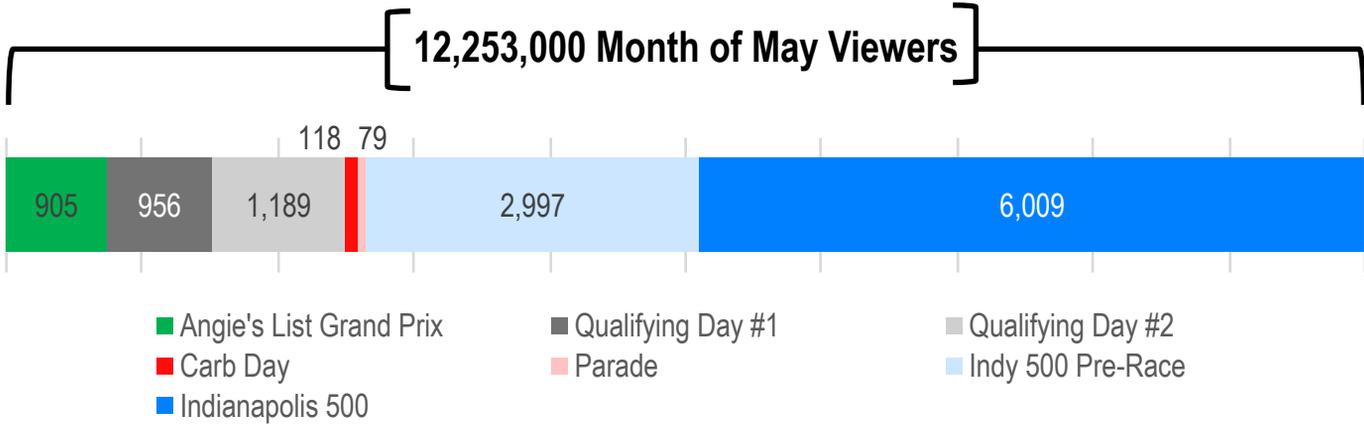
MONTH OF MAY ACTIVATION

Our partners displayed their excitement for the month by developing numerous activations

- **Miller Lite**
147 in-market promotions taking place and close to 25,000 branded 18-pack cans in store.
- **Chevrolet**
Had more than 90 vehicles touting 100th Running branding touring the metro area.
- **The Hoosier Lottery**
Developed scratch off games available throughout the state and featured six iconic Indianapolis 500 scenes
- **Coca-Cola**
Came to market with approximately 225,000 commemorative bottles at retail stores throughout the Midwest.
- **Fuzzy's Ultra-Premium Vodka**
Offered a 100th Commemorative bottle featuring the Borg Warner trophy and a list of all of the past 500 winners. For the first time ever, the limited edition bottle was available at IMS on race day as well as stores throughout the Midwest.
- **Firestone**
Ran a consumer sweepstakes with Mario Andretti and leveraging its tie to Legends Day and the Blake Shelton Concert.
- **Verizon**
Gave away a once-in-a-lifetime VIP experience at the Indy 500 through their Smart Rewards program. The winner received various premium race day passes, a \$1000 Visa gift card, an autographed driver helmet of the Indy 500 field and much more.
- **TAG Heuer**
Created special edition watches commemorating both the Indy 500 and the 100th Running. The 100th Running watch sold out within the first few weeks on the market.
- **New Era**
Partnered with LIDS on Ticket promotions, Meet and Greets with drivers, and featured new POS featured in their stores.
- **Mattel**
Created an Official Replica Borg Warner Trophy made out of Hot Wheels cars. The trophy will be announced on May 16th in partnership with USA Today and Mashable.
- *Other highlights include the building wrap on the downtown JW Marriott that features the Borg Warner trophy.*

MONTH OF MAY RESULTS

The scope of the 2016 Month of May is nearly unprecedented – from the 550,000+ fans in attendance to the nearly 10 million viewers on TV



Total Month of May Attendance | +545,000

| Angie's List Grand Prix | | | Indianapolis 500 | | | | | |
|-------------------------|----------|--------|-------------------|-------------------|----------|-------------|----------|---------|
| Practice Days | Race Day | Total | Qualifying Day #1 | Qualifying Day #2 | Carb Day | Legends Day | Race Day | Total |
| 10,000 | 35,000 | 45,000 | 20,000 | 20,000 | 80,000 | 30,000 | 350,000 | 500,000 |

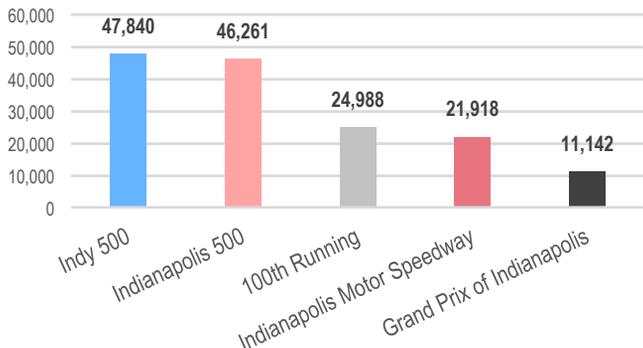
Digital and Social Metrics

| Metric | 2016 | % Change |
|-------------------------|-----------|----------|
| IMS.com | | |
| Total Visitors | 2,229,782 | +13% |
| Unique Visitors | 1,411,112 | +20% |
| Pageviews | 5,311,816 | +15% |
| IMS Social Media | | |
| Twitter Growth | 9,596 | +15% |
| Facebook Growth | 11,266 | +54% |
| Instagram Growth | 6,598 | +82% |

Media Readership & Mentions

| Total Mentions | Aggregate Readership |
|----------------|----------------------|
| 74,542 | 43,377,770,708 |

Key Month of May Messages





The 2016 Month of May



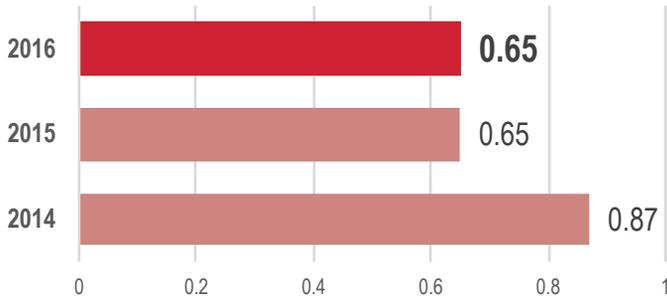


ANGIE'S LIST GRAND PRIX OF INDIANAPOLIS

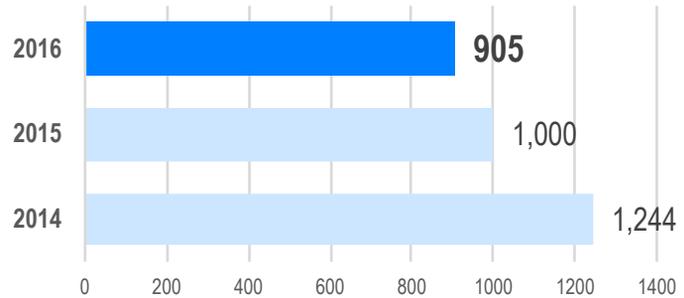
The 2016 Angie's List Grand Prix of Indianapolis was a fantastic kick-off to the Month of May – Simon Pagenaud showed championship dominance to win his first Grand Prix

| | |
|-----------------|---------------------|
| 2016 ABC Rating | 2016 ABC Viewership |
| 0.65 | 905,000 |

Ratings | ABC Broadcast



Viewership (000) | ABC Broadcast

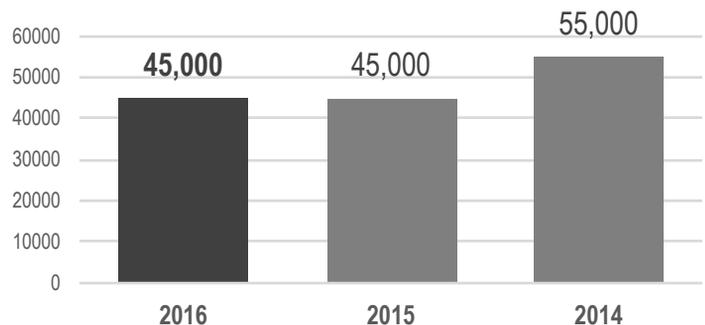


Digital and Social Metrics

| Metric | 2016 | % Change |
|-------------------------|---------|----------|
| IMS.com | | |
| Total Visitors | 292,900 | +23% |
| Unique Visitors | 252,918 | +22% |
| Pageviews | 780,853 | +25% |
| IMS Social Media | | |
| Twitter Growth | 763 | +14% |
| Facebook Growth | 927 | +69% |
| Instagram Growth | 889 | +10% |

RACE NOTE: The Angie's List Grand Prix weekend was negatively impacted by unseasonable cold weather, bringing temps of 40 degrees to Indianapolis – considering the cold, the attendees displayed remarkable enthusiasm for the Speedway and the Month of May

Attendance





The 2016 Angie's List Grand Prix of Indianapolis





THE INDIANAPOLIS 500 PRESENTED BY PENN GRADE

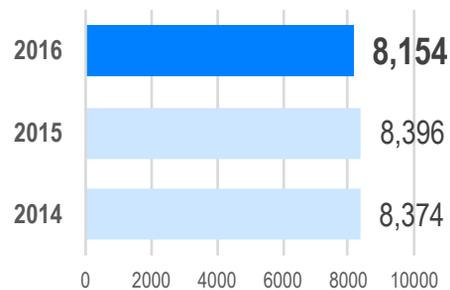
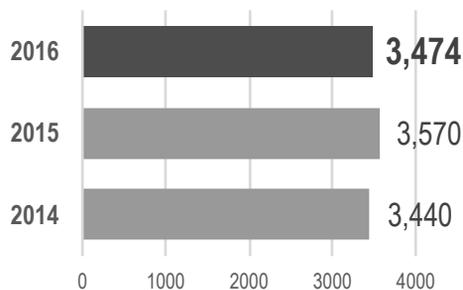
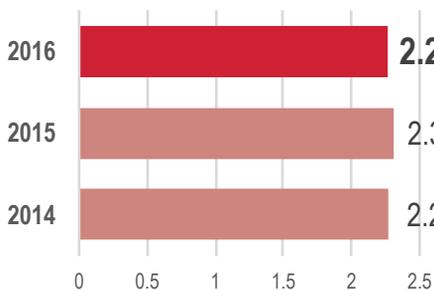
The 100th Running of the Indianapolis 500 presented by Penn Grade showed why the race is considered the “Greatest Spectacle in Racing”

| | 2016 ABC Rating | 2016 ABC Viewership |
|-------------------|-----------------|---------------------|
| Qualifying Day #1 | 0.65 | 956,000 |
| Qualifying Day #2 | 0.82 | 1,189,000 |
| Indianapolis 500 | 3.88 | 6,009,000 |

Average Rating
ABC Broadcast

Average Viewership (000)
ABC Broadcast

Total Viewership (000)
ABC Broadcast



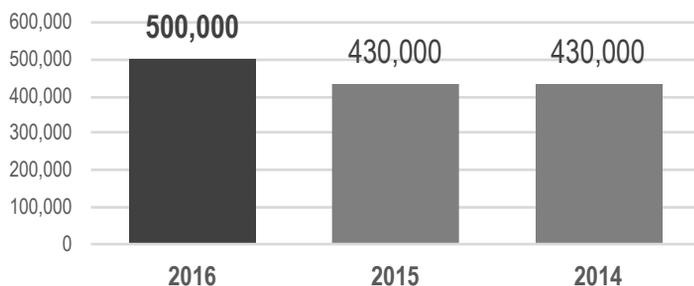
Digital and Social Metrics

| Metric | 2016 | % Change |
|-------------------------|------------------|-------------|
| IMS.com | | |
| Total Visitors | 1,640,641 | +19% |
| Unique Visitors | 1,399,084 | +17% |
| Pageviews | 3,720,439 | +13% |
| IMS Social Media | | |
| Twitter Growth | 4,525 | +14% |
| Facebook Growth | 4,813 | +17% |
| Instagram Growth | 3,190 | +70% |

RACE NOTE: The Indianapolis 500 was sold-out for the first time in the event’s history – the IMS was packed to capacity with a reported crowd of 350,000

TV NOTE: For the second year in a row, the Indianapolis 500 beat the NASCAR Coca-Cola 600 – both broadcast on the Sunday of Memorial Day Weekend

Attendance





The Indianapolis 500 presented by Penn Grade

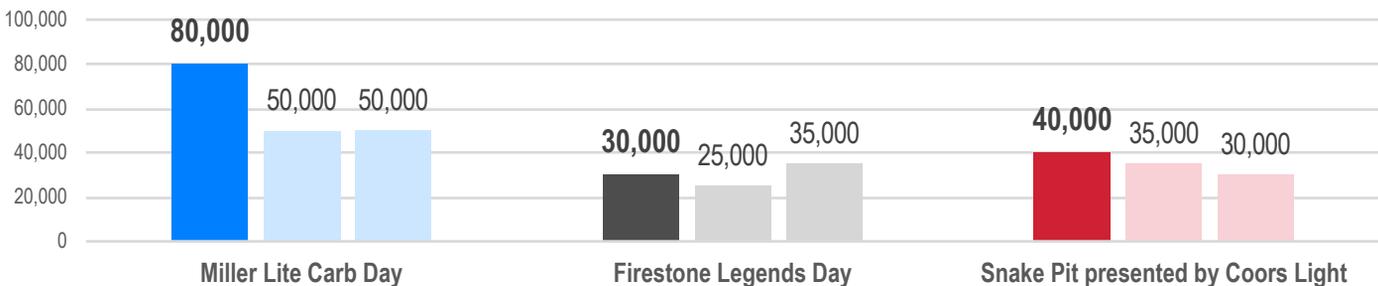




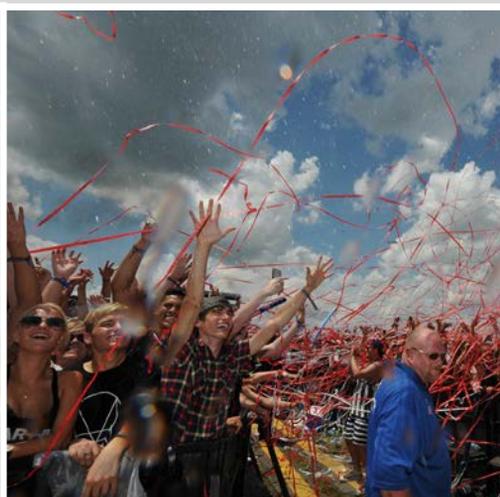
MAY CONCERTS

The May concerts were once again a huge attraction for the Month of May – with some of the biggest artist across different genres bringing in huge crowds across the Race Weekend

Attendance



CONCERT NOTE: According to Journey social media, the Carb Day concert crowd was one of the largest crowds they've played



NASCAR AT THE BRICKYARD



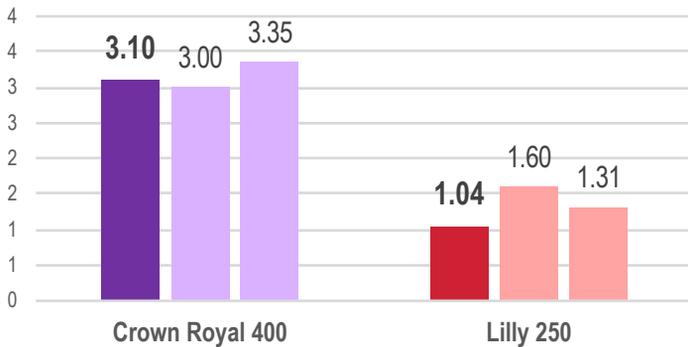


NASCAR AT THE BRICKYARD

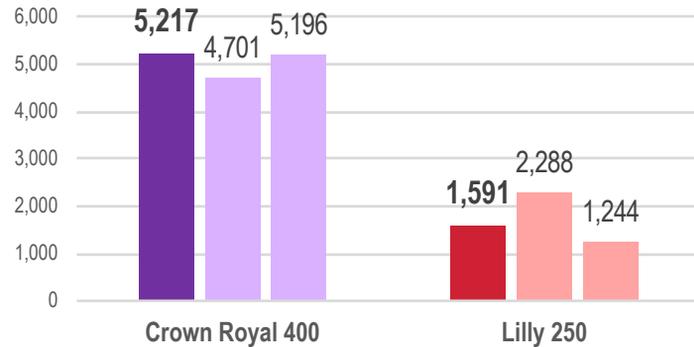
LILLY DIABETES 250 & COMBAT WOUNDED COALITION 400

The Combat Wounded Coalition 400 and Lilly Diabetes 250 were the #1 and #2 rated cable sports programming during the week of July 18th – proving both race's position of national relevancy

Broadcast Rating



Broadcast Viewership (000)



In addition to being the #1 ranked cable broadcast of the week, the Combat Wounded Coalition was the single most-viewed NBCSN broadcast ever

| Friday Practice | Lilly Diabetes 250 | Brickyard 400 | Weekend Total |
|-----------------|--------------------|---------------|---------------|
| 15,000 | 40,000 | 65,000 | 110,000 |

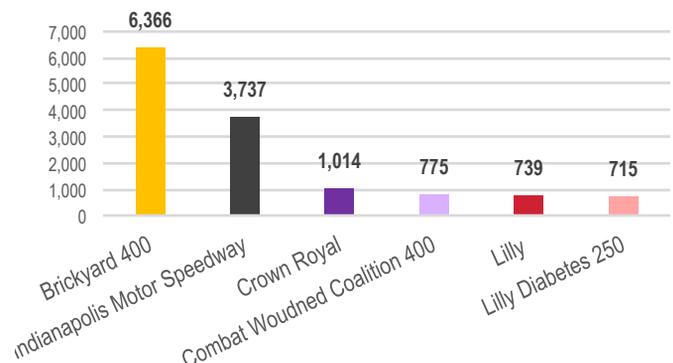
Digital and Social Metrics

| Metric | 2016 | % Change |
|-------------------------|---------|----------|
| IMS.com | | |
| Total Visitors | 258,018 | +10% |
| Unique Visitors | 194,918 | +10% |
| Pageviews | 597,900 | -1% |
| IMS Social Media | | |
| Twitter Growth | 899 | -4% |
| Facebook Growth | 1,016 | -31% |
| Instagram Growth | 836 | +5% |

Media Readership & Mentions

| Total Mentions | Aggregate Readership |
|----------------|----------------------|
| 8,329 | 5,406,843,816 |

Key Messages





The Lilly Diabetes 250





Crown Royal presents The Combat Wounded Coalition 400

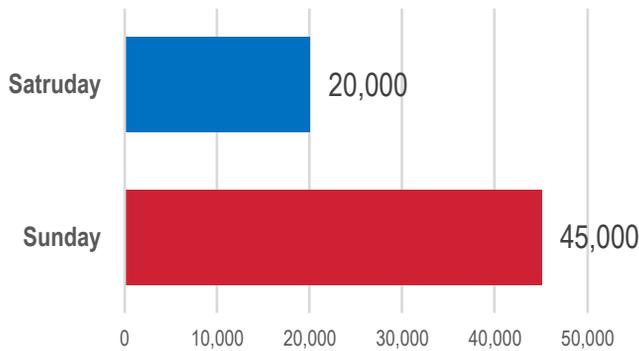


RED BULL AIR RACE



The inaugural Red Bull Air Race at the Indianapolis Motor Speedway was a rousing success, with fans coming from all 50 states and Canada to attend at the IMS

Attendance



RACE NOTE: In addition to the 65,000 fans that visited the Indianapolis Motor Speedway over the weekend, the Air Race was aired on Fox Sports 1 – resulting in an additional 33,000 viewers

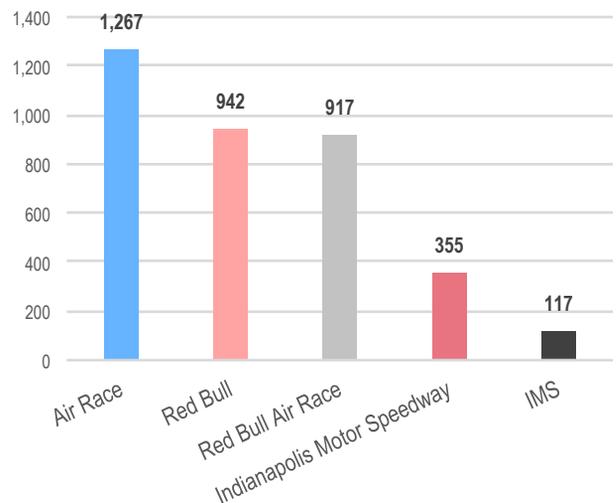
Digital and Social Metrics

| Metric | 2016 | % Change |
|-------------------------|---------|----------|
| IMS.com | | |
| Total Visitors | 117,997 | n/a |
| Unique Visitors | 81,125 | n/a |
| Pageviews | 312,719 | n/a |
| IMS Social Media | | |
| Twitter Growth | 384 | n/a |
| Facebook Growth | 283 | n/a |
| Instagram Growth | 343 | n/a |

Media Readership & Mentions

| Total Mentions | Aggregate Readership |
|----------------|----------------------|
| 2,653 | 502,924,913 |

Key Air Race Messages





Red Bull Air Race

